



**South Dakota Childhood Lead Poisoning Prevention Program (SDCLPP)
Lead Advisory Group Meeting
June 16th , 2025**

Welcome & Introductions

Pediatric Environmental Health Specialty Unit (PEHSU) Support for Lead Poisoning Prevention

Dr. Mark Anderson





Program Updates



Program Updates

- **CDC project officer**
- **Funding updates**
- **LAG members**



Media Campaign

- Insight Marketing Design, Inc.
- Period : October 2024 - May 2025
- Outputs:
 - Radio: 15 and 30-second PSA ad development and placement
 - KELOland.com - Display ads
 - KOTAtv.com
 - Billboards
 - Sioux Falls Digital Billboards (Lamar) 3 flights (4 weeks per flight) 1 panel (all SF digitals) – rotates weekly
 - I-29 Digital Billboard - 1 mile S of Watertown (Stein)
 - Rapid City Digital Billboards (Epic)
 - Digital and social media advertisements
 - Recommendation for potential print ad placements
 - Paid social media placement for preexisting content and recommendations for new development.



Billboard

Old paint
can hide an
ugly truth.

Lethargy Lime
SDLF-1977

childhood
LEAD
POISONING
PREVENTION PROGRAM

leadfree.sd.gov

 SOUTH DAKOTA DEPARTMENT OF HEALTH

 Lead Free
KIDS
for a Healthy Future

Billboard

Old paint can hide an ugly truth.

Reduced IQ Red
SDLF-1977

childhood LEAD POISONING PREVENTION PROGRAM

leadfree.sd.gov

The billboard features a close-up of a young child's face with blue eyes. A red sign with white text is held in front of the child's face, partially obscuring it. The sign reads "Reduced IQ Red" and "SDLF-1977". The main text on the billboard says "Old paint can hide an ugly truth." In the bottom right corner, there is a logo for the "childhood LEAD POISONING PREVENTION PROGRAM" and the website "leadfree.sd.gov". In the bottom left corner, there are two logos: the South Dakota Department of Health logo and the "Lead Free Kids" logo.

Social Media



South Dakota Department of Health Sponsored · 🌐

Childhood homes shouldn't ruin childhood.

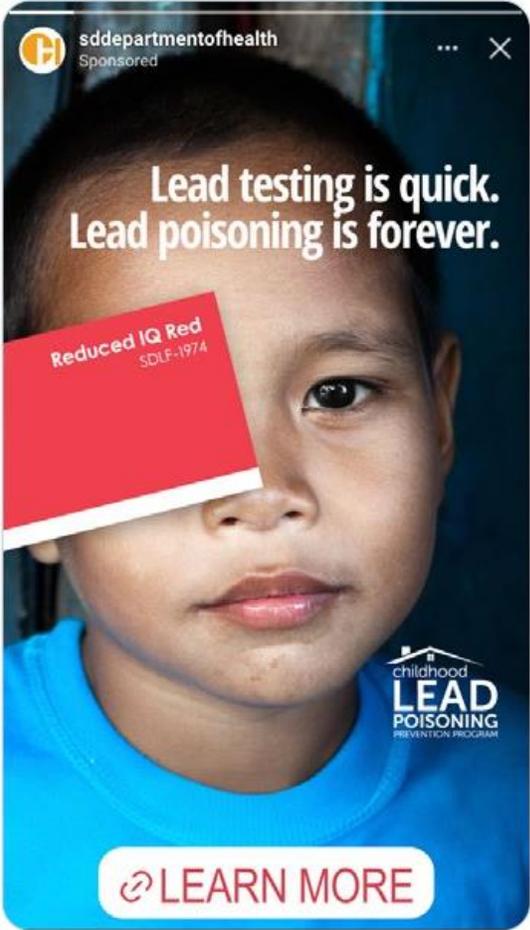
Thousands of homes and homesteads in South Dakota have familiar lead sources like older paint, pipes and plumbing fixtures.

**Lead testing is quick.
Lead poisoning is forever.**

Reduced IQ Red
SDLF-1974

childhood **LEAD** POISONING PREVENTION PROGRAM

[Get Resources Now](#)



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**Lead testing is quick.
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Reduced IQ Red
SDLF-1974

childhood **LEAD** POISONING PREVENTION PROGRAM

[LEARN MORE](#)



South Dakota Department of Health Sponsored · 🌐

Don't let a childhood home ruin a childhood.

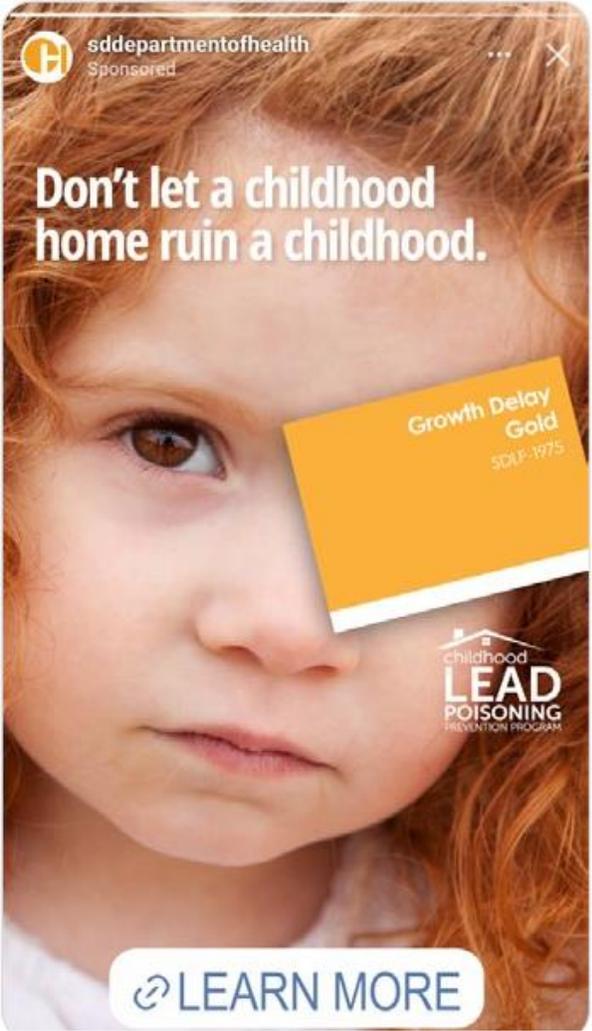
Thousands of homes and homesteads in South Dakota have familiar lead sources like older paint, pipes and plumbing fixtures.

childhood **LEAD** POISONING PREVENTION PROGRAM

Growth Delay Gold
SDLF-1975

Don't let a childhood home ruin a childhood.

[Get Resources Now](#)



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Don't let a childhood home ruin a childhood.

Growth Delay Gold
SDLF-1975

childhood **LEAD** POISONING PREVENTION PROGRAM

[LEARN MORE](#)

Radio



April 2025 Media Campaign Overview

Platforms: Facebook, Instagram, Pinterest, digital billboards, radio, local news and CLPPP websites

Meta (Facebook/Instagram):

- Reached **74K+ users, 299K+ impressions**
- **\$4.02 CPM** (well below benchmark)
- Retargeting campaign: **973 link clicks, 5.58% CTR, \$0.38 CPC**
- 93% of users fully viewed the Instant Experience content

Other Channels:

- **Pinterest:** 54,905 impressions, \$3.82 CPM
- **Digital Billboards:** 1.18M+ impressions (Sioux Falls, Rapid City, Watertown)
- **Keloland/KOTA:** 184K impressions, 125 clicks
- **Radio:** 360 paid/bonus spots aired

Website Results:

- **720 users, 403 pageviews**
- Avg. session: **1 min 52 sec**
- **Bounce rate dropped ~10%**, indicating more engaged visitors

GLOSSARY



Impressions

Total number of times the ad is displayed on a user's screen.



Link Clicks

Total number of times the ad is clicked on within a certain time period.



Reach

Total number of unique users who have seen the ad.



Click-Through-Rate (CTR)

The percentage of users who interacted with the ad when it was served to them.



Frequency

How often a particular user is exposed to an ad within a certain time period.



Engagements

Total number of actions users have taken on the ad, includes clicks, saves, shares and likes.



Cost-Per-Millie (CPM)

Measures the cost of reaching 1,000 impressions.



Ad Recall Lift

Meta's estimate of users who could recall the ad within a two day period.





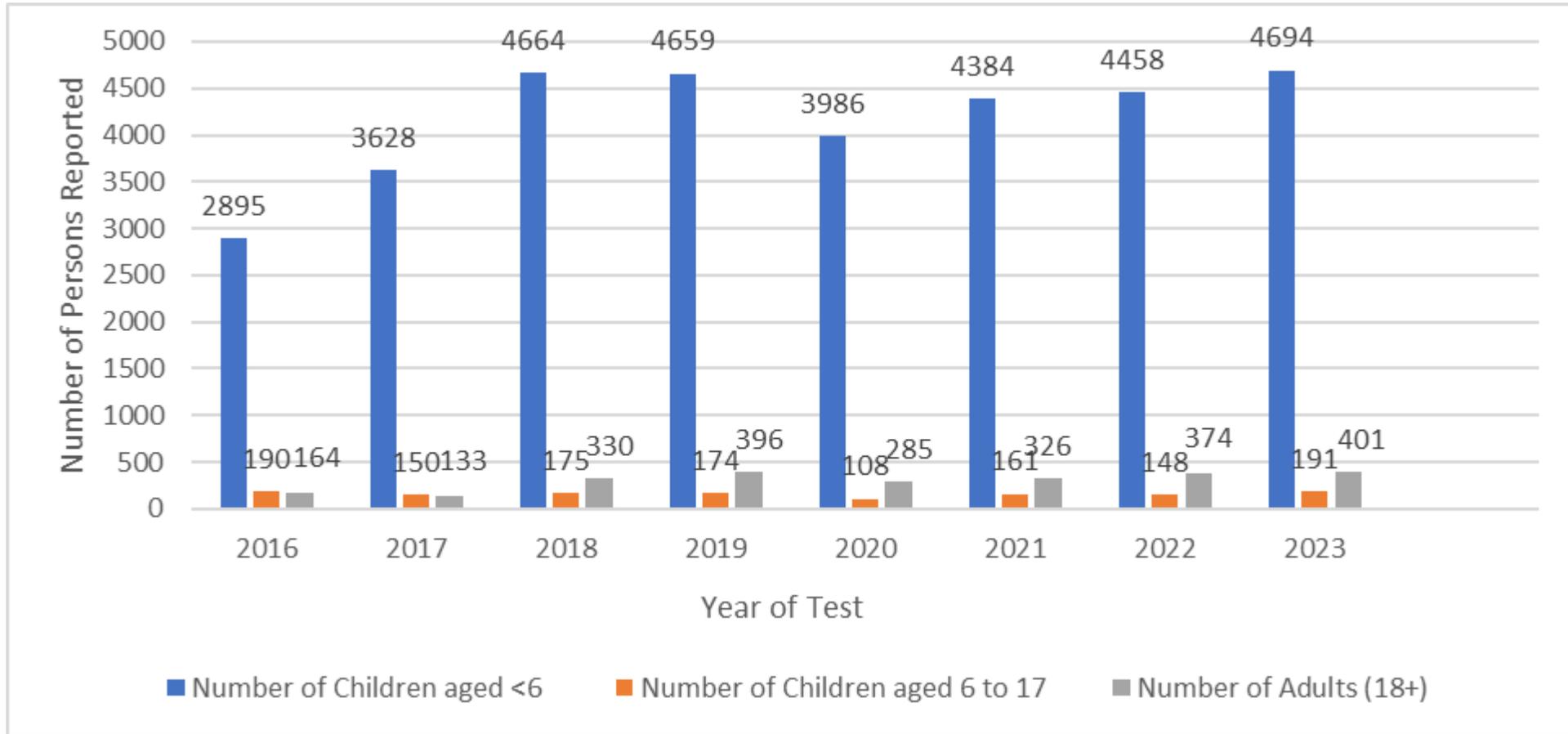
Questions



Blood Lead Annual Report 2023



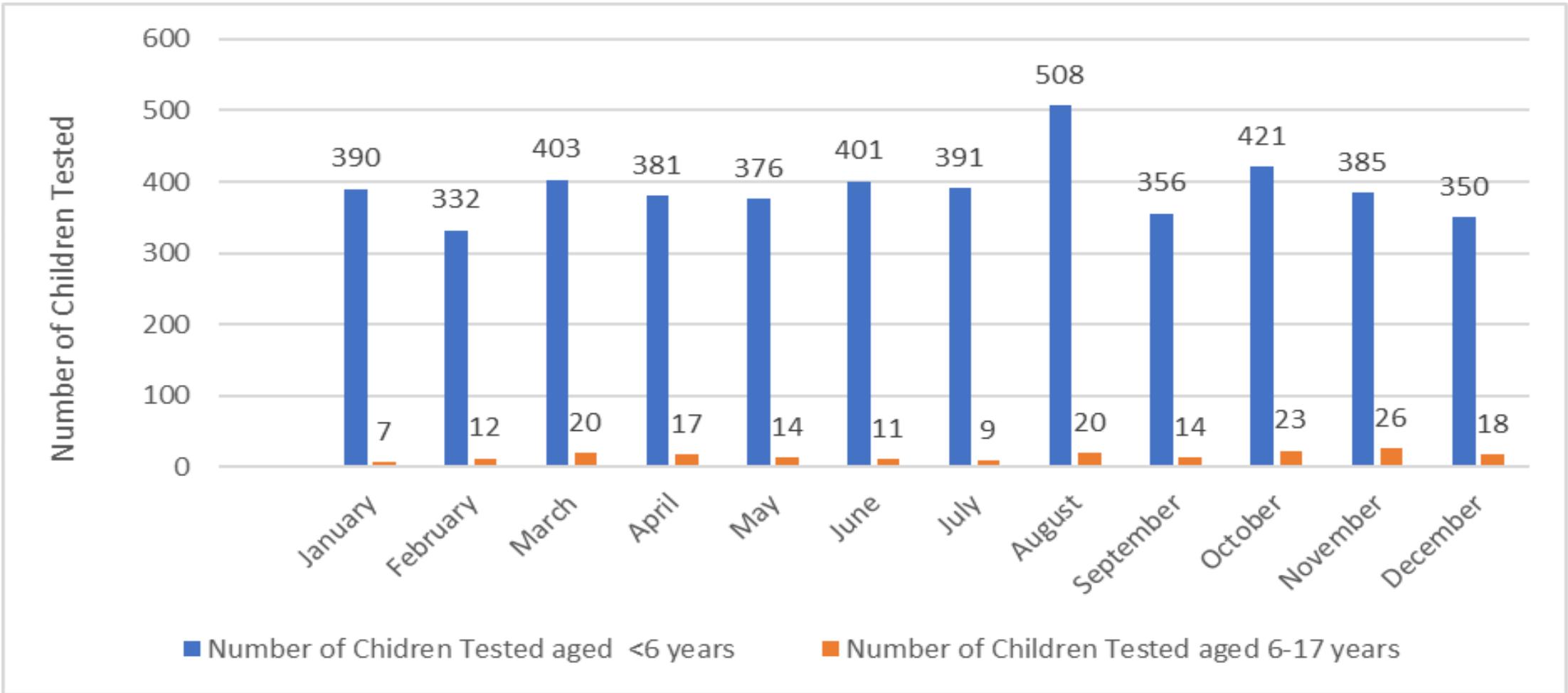
Number of Persons With a Blood Lead Test by Year and Age Group, South Dakota, 2016-2023



*NOTE: 2023 data are provisional



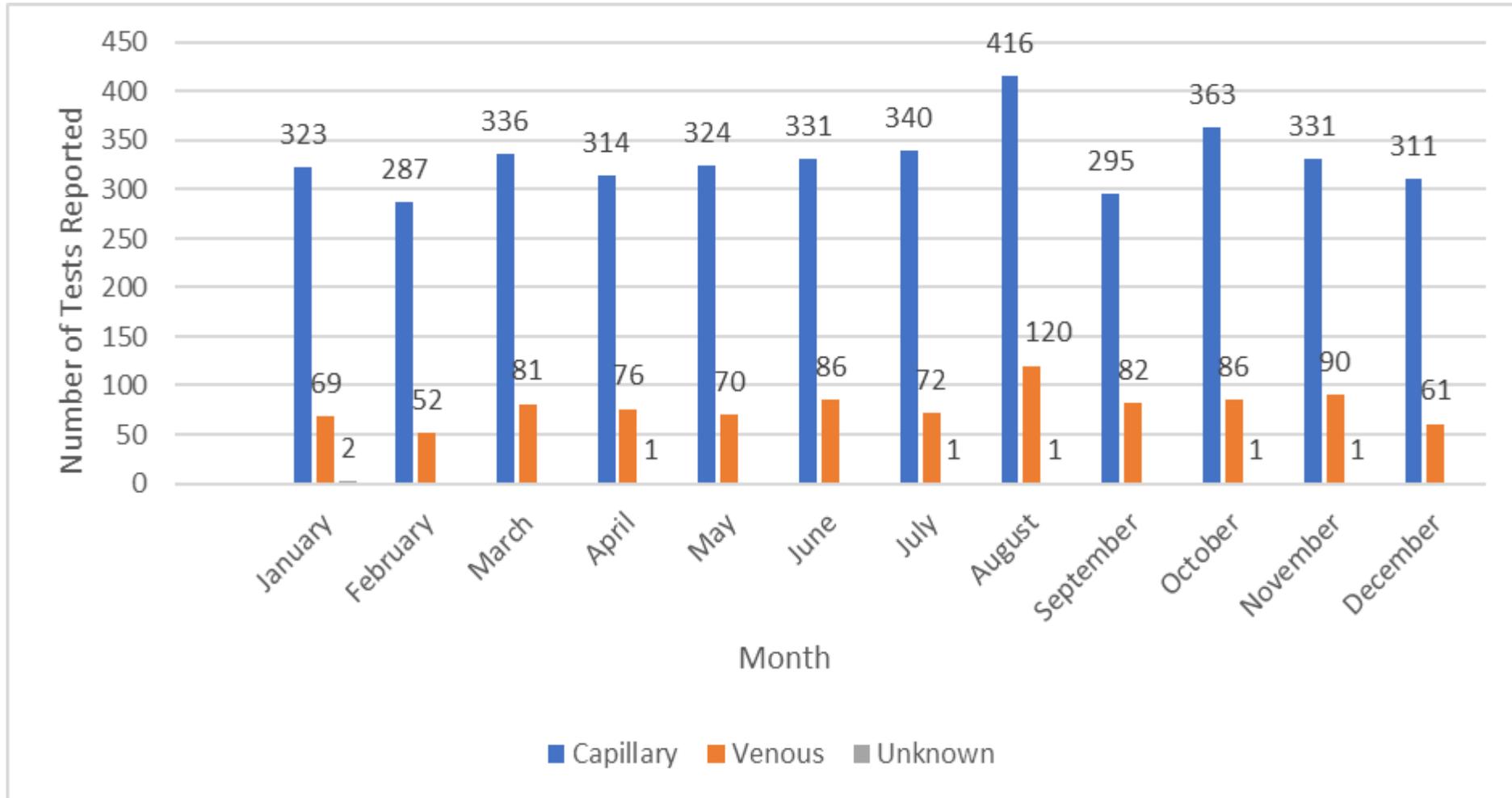
Number of Children Tested by Age Group and Month, 2023



*NOTE: 2023 data are provisional



Capillary and Venous Testing Volume for Children Less Than 6 Years Old, 2023



*NOTE: 2023 data are provisional



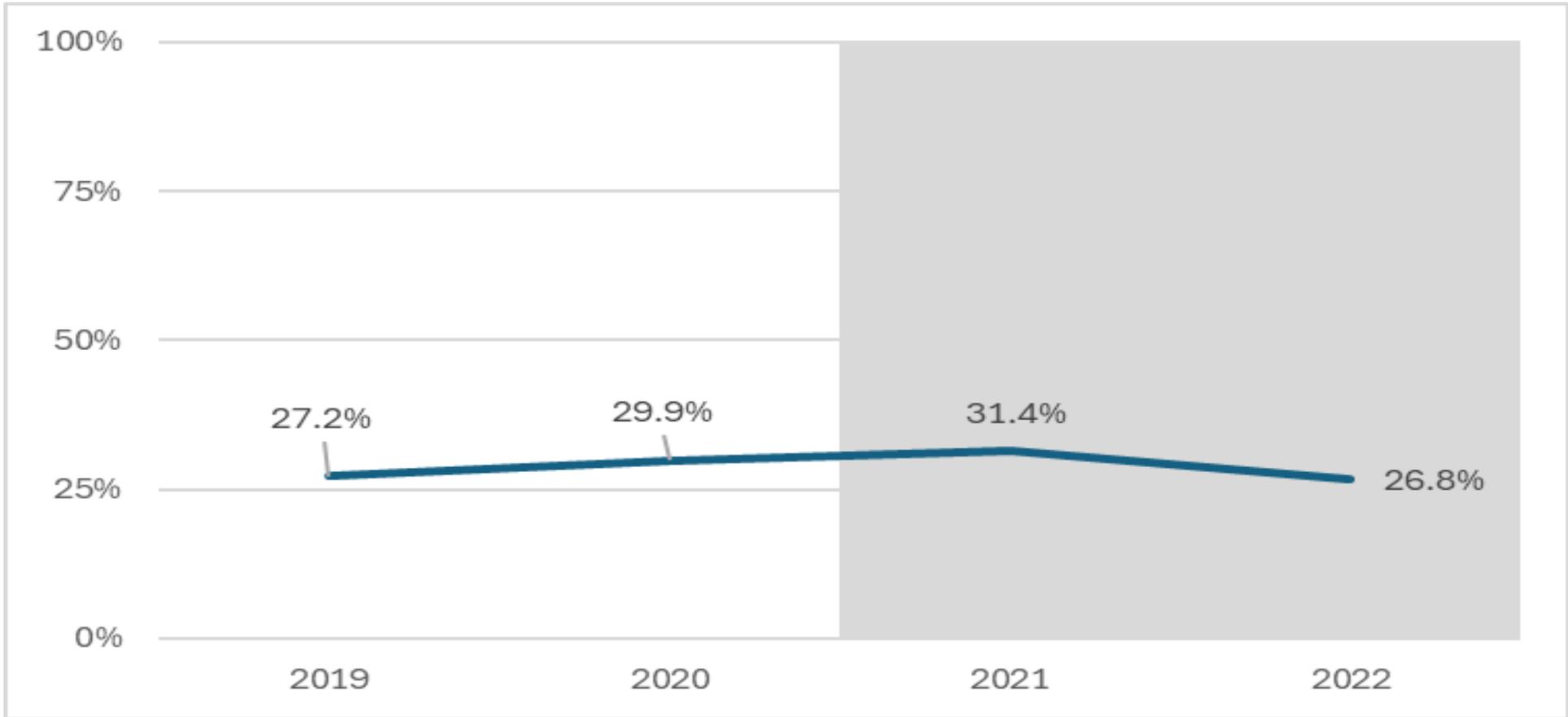
Age Distribution of Children Receiving an Initial Blood Lead Test, 2023

Number of Children Tested	# Children	%	# Children with Lead Result $\geq 3.5 - < 10 \mu\text{g/dL}$	# Children with Lead Result $\geq 10 \mu\text{g/dL}$
0-24 months	3613	77%	81	15
25-48 months	695	14.8%	49	10
49 -<72 months	386	8.2%	12	4
Total	4694	100.00%	142	29

*NOTE: 2023 data are provisional



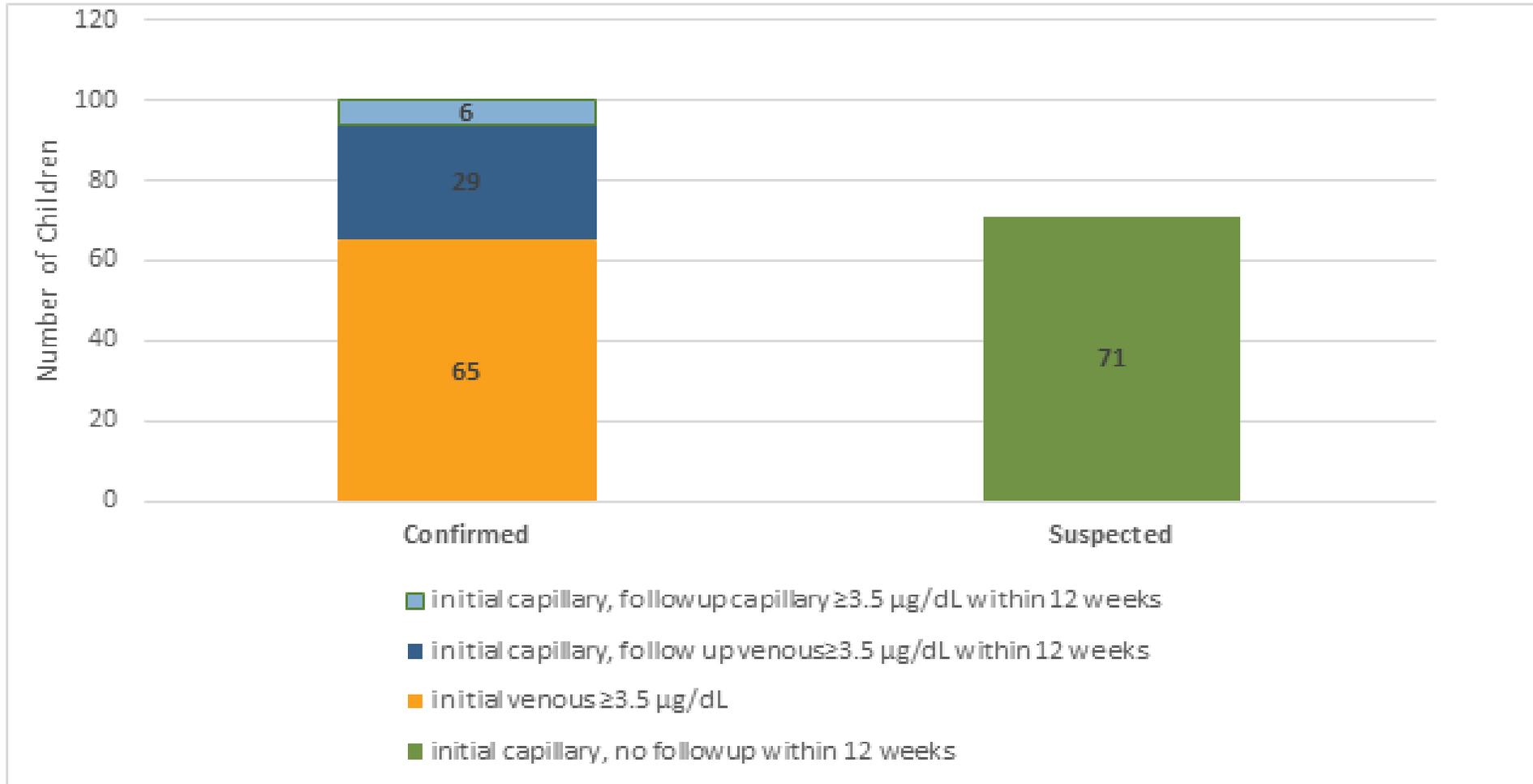
Percent of Children Tested at Least Once by Age 3 Years, by Birth Cohort



*NOTE: 2023 and 2024 data used for the 2021 and 2022 birth cohorts are provisional



Number of Children Less Than 6 Years Old with Confirmed and Suspected Blood Lead Levels $\geq 3.5\mu\text{g}/\text{dL}$, 2023



*NOTE: 2023 data are provisional



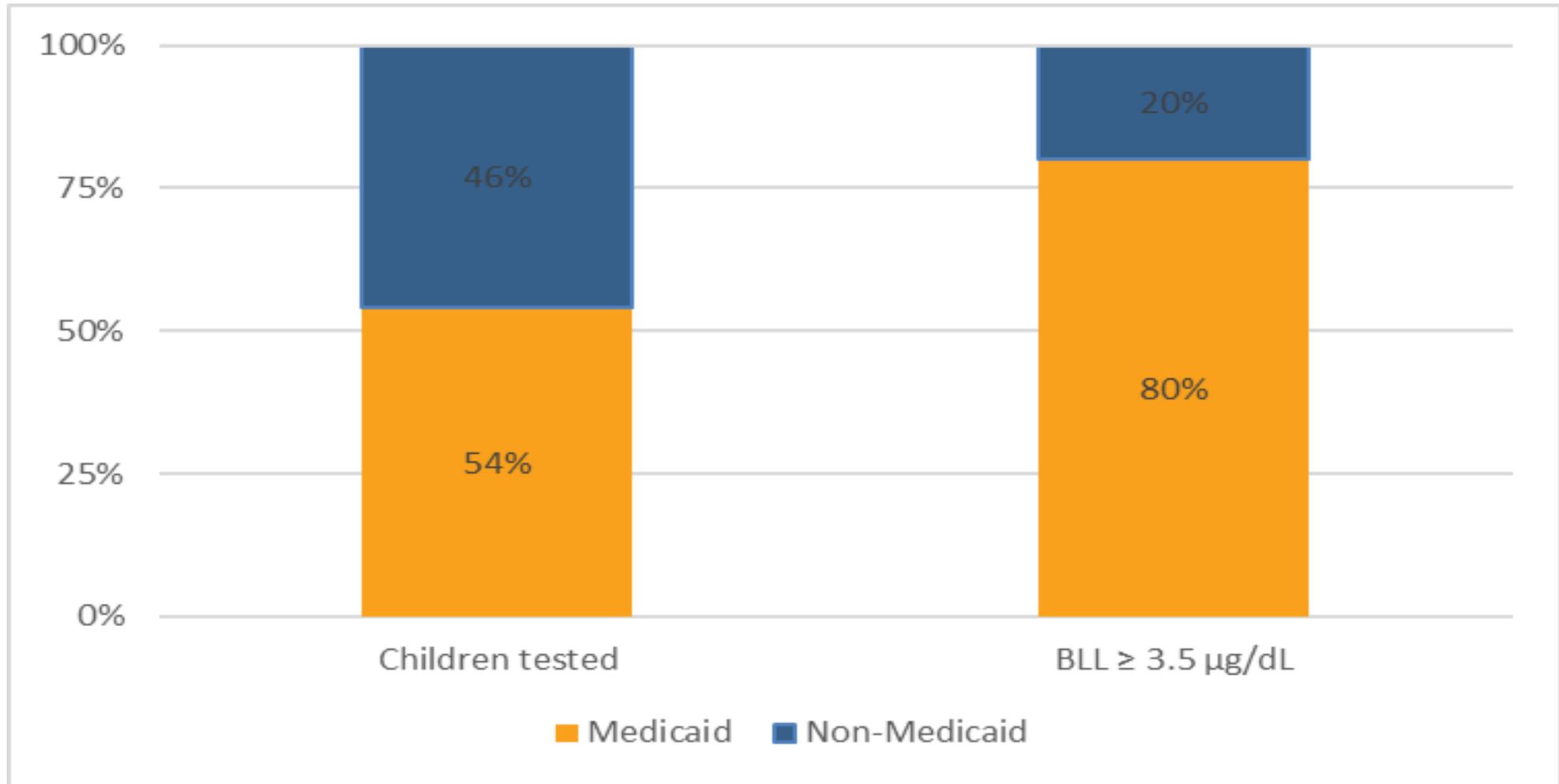
Demographic Characteristics of Children Less Than 6 Years Old Tested, 2023

Sex	# Tested	% Tested	# Confirmed* And Suspected†	%
Female	2318	49%	81	3.5%
Male	2373	51%	90	3.8%
Unknown	3	0%	0	0.0%
American Indian/Alaskan Native	658	14%	44	6.7%
Asian	82	1.7%	6	7.3%
Black/African American	262	5.6%	9	3.4%
Other	321	6.8%	10	3.1%
Pacific Islander	5	0.1%	1	0.2%
Unknown	296	6.3%	13	4.4%
White	3070	65.4%	88	2.9%
Hispanic	342	7.3%	10	2.9%
Non-Hispanic	2305	49.1%	106	4.6%
Unknown	2047	43.6%	55	2.7%
TOTAL	4694	100%	171	3.6%

*NOTE: 2023 data are provisional



Percentage of Children Tested and With Elevated Blood Lead Levels Among Medicaid Enrolled Children, South Dakota, 2023



*NOTE: 2023 data are provisional



Data Summary for Year 2023

- 4,694 children <6 years tested; 171 (3.6%) had BLL \geq 3.5 μ g/dL
- 77% of tests of children <6 years old were among those aged 0–24 months
- More male children (<6yrs) tested (51%); slightly higher EBLL rate for males (3.8%) than females (3.5%)
- Majority of tests among White (65%) and American Indian/Alaskan Native (14%) children (<6yrs)
- Highest EBLL rates among Asian (7.3%) and American Indian/Alaskan Native (6.7%) children (<6yrs)
- 43.6% unknown ethnicity; Non-Hispanic = 49%, Hispanic = 7%
- Testing peaked in August; capillary tests most common
- Medicaid-enrolled children made up: 54% of tests, 80% of EBLLs
- Early testing trends: Only 29.9% of 2020 births tested by age 3
- Top counties tested: Minnehaha, Pennington, Lincoln, and Brown



Questions





SOUTH DAKOTA DEPARTMENT OF HEALTH

Evaluation Report 2023



Strategy 1: Ensure Blood Lead Testing and Reporting

Description	Baseline	Year 2	Year 3	Year 4
# of LAG members represented by geography	7	7	8	
% of members in attendance	70%	81%	87.5%	
# of test for children under 6 years old below the BLRV received	-	4,409	4,716	
% of SD children under 6 years old with a blood lead test reported	-	7.6%	8.0%	
# of media spots created	-	14	14	



Strategy 2: Enhance Blood Lead Surveillance

Description	Baseline	Year 2	Year 3	Year 4
# of blood lead tests reported to SD DOH for children under 6 years old	-	4,662	4,923	
# of all tests for children under 6 years old with a BLL at or greater than the BLRV	-	253	207	
% of all tests with a BLL at or greater than the BLRV	-	5.4%	4.2%	
# of children at or greater than the BLRV appropriately flagged in Maven for investigation	-	150	171	
# of families with contact initiated with children with BLL at or greater than the BLRV	-	59	127	
# of families with complete interviews with children with BLL at or greater than the BLRV	-	17	94	
# of cases with missing child address and zip codes	-	387	1	
# of cases with missing child demographic information (race, ethnicity, and gender)	-	379	299	
# of high-risk zip codes identified	-	41	41	

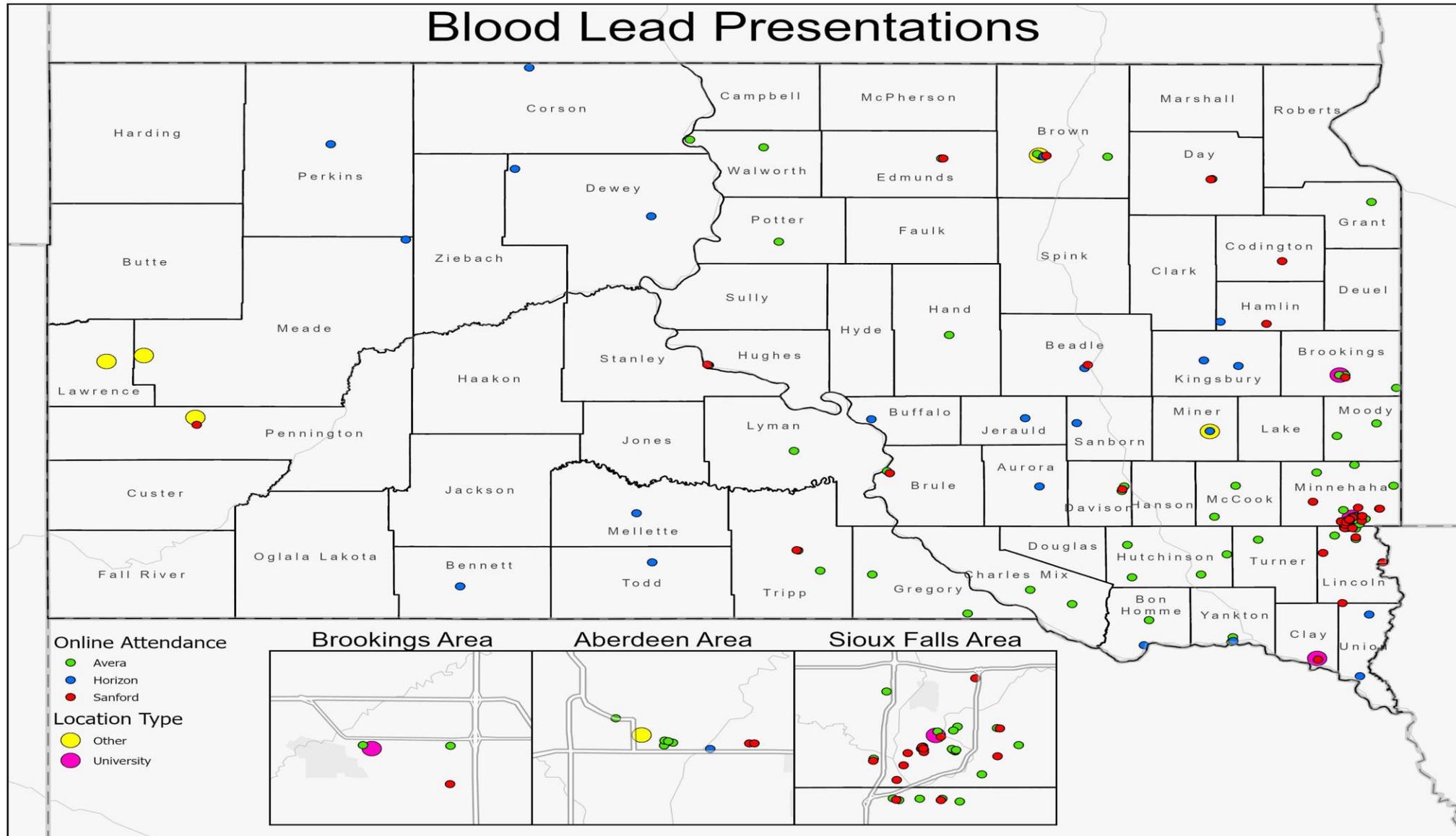


Strategy 3: Improve Linkages of Lead-Exposed Children to Recommended Services

Description	Baseline	Year 2	Year 3	Year 4
# of families with children under 6 years old with a BLL at 10 µg/dL or greater than the BLRV that receiving education on follow-up testing and timing	-	17	27	
# of children under 6 years old with BLL at 10 µg/dL or greater with a follow-up visit to their medical professional within 2 weeks of initial notification from SD DOH	-	10	8	
# of referral sources identified and additional partnerships	-	3	3	
# of resources sources identified		6	6	
# of families referred	-	2	21	
# of MOUs	-	1	1	
# of reports with shared data	-	1	1	
Submission of Awardee Lead Profile Assessment	-	1	1	
Submission of a Success Story	1	1	1	

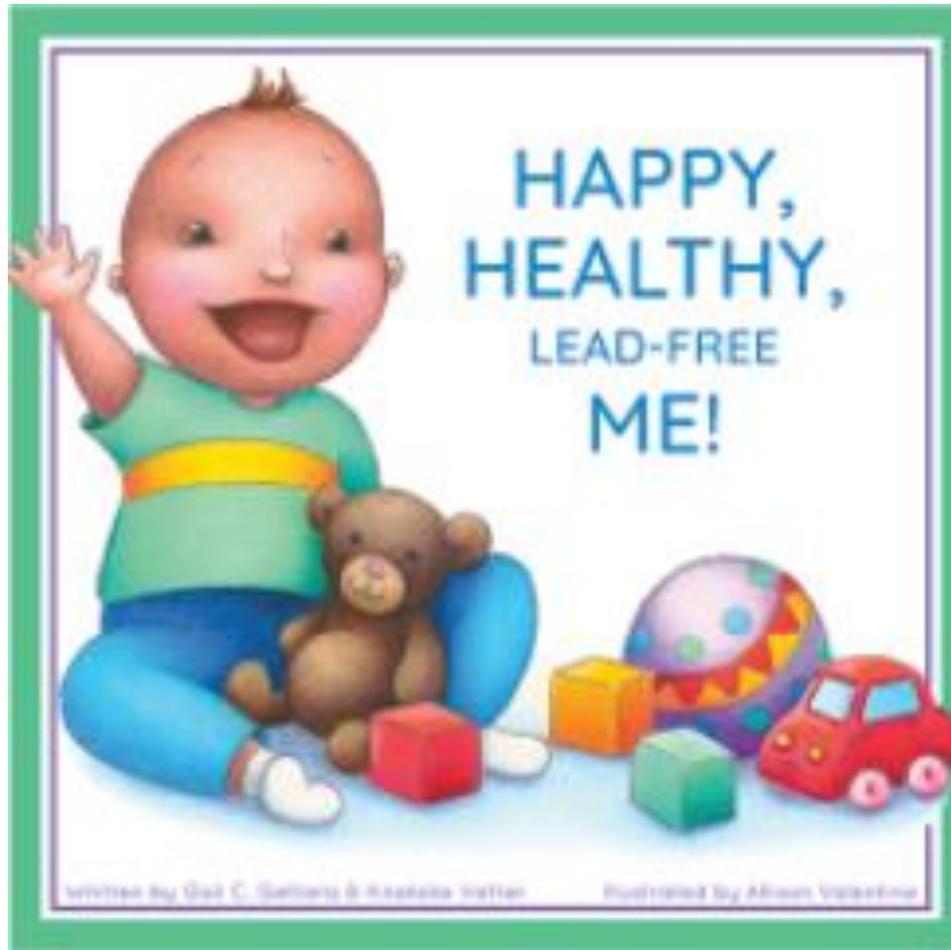


Nurse Educator

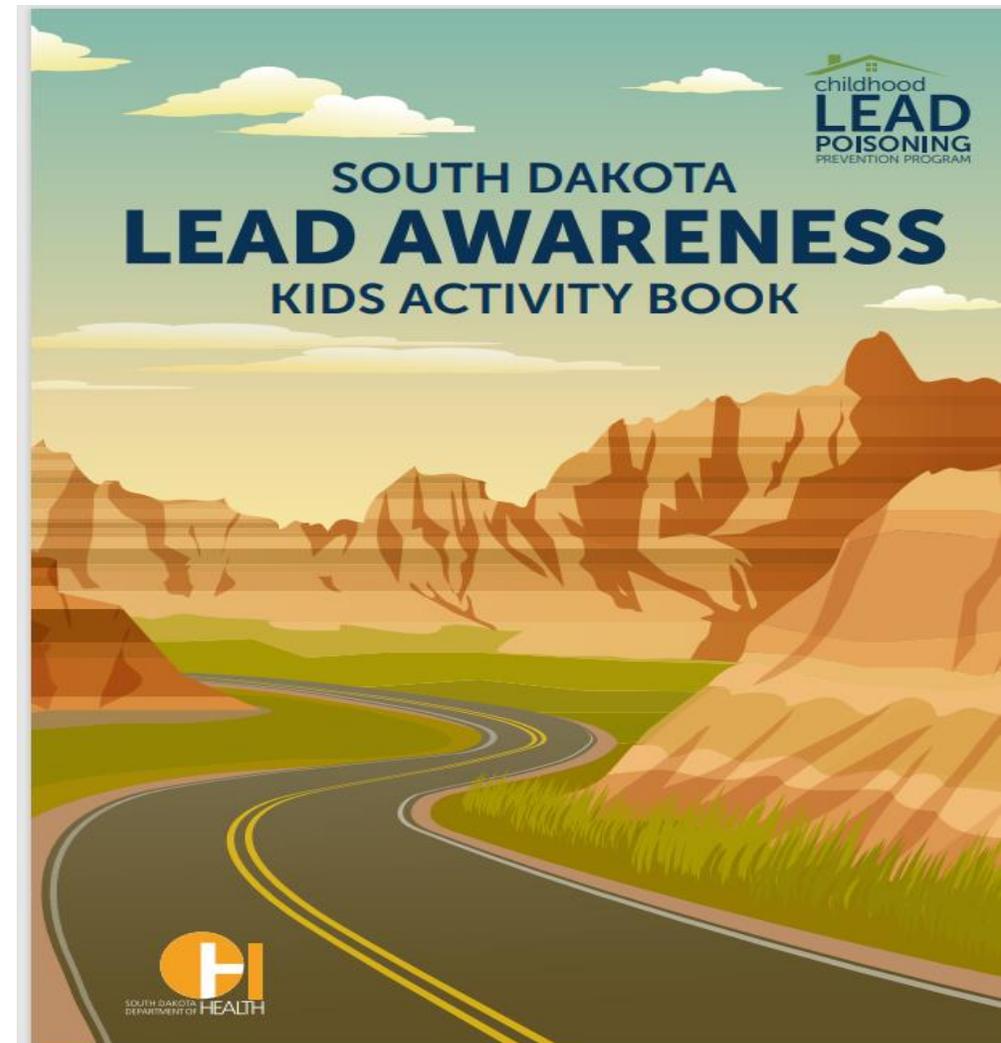




Outreach Efforts



Board Book



DANR's Work Lead Assessment Line and Water Testing in Schools updates

Mark Mayer





Additional LAG Members **FEEDBACK**

Current Members

- **Ashley Lauing, Policy Strategy Manager – Department of Social Services**
- **Kelly Thomas, Laboratorian – Indian Health Service**
- **Lori, Hestad, Quality and Performance Improvement Coordinator- City of Sioux Falls Health**
- **Mark Mayer, Engineering Manager – Department of Agriculture and Natural Resources**
- **Rea Riggle, Environmental Coordinator – South Dakota Department of health**
- **Rochelle Boote, MD – American Academy of Pediatrics (SD Chapter)**
- **Dana Borass, Director -LSS Center for New Americans**
- **Tina Boxley, Health and Safety Specialist – Head Start**

Next Steps

- Next meeting /topics interest
- Closing

